

Data on a Deadline: Quick Reports and Interactive Maps



September 20, 2018

Presented by: Eric Coyle
Data Dissemination Specialist
U.S. Census Bureau

Agenda

About the Census Bureau

American Community Survey

- Overview
- Geography

Longitudinal Employer-Household Dynamics

- Overview

Accessing Census Data

- AFF, API, CBB, Infographics, etc

About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
 - **The Decennial Census** – the once-a-decade population and housing count of the United States
 - **The American Community Survey** – the ongoing annual survey of the nation's population
 - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
 - **The Economic Census** – the official five-year measure of American business
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.

**Decennial Population
and Housing Census
Every 10 years**

**Economic Census
Every 5 years**

**Census of Governments
Every 5 years**

**American Community Survey
Annual**

**Annual Retail Trade
Annual**

**Plus more than 130
demographic and economic surveys
every year**

The American Community Survey

The Foundation

The American Community Survey is on the leading edge of survey design, continuous improvement, and data quality

- The nation's most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys **3.5 million** households and informs over **\$675 billion** of Federal government spending each year
 - Visit 20,000 Group Quarter facilities and sample approximately 194,000 residents each year
- Covers **35+ topics**, supports over **300** evidence-based Federal government uses, and produces **11 billion** estimates each year
- Three key annual data releases:
 - 1-year Estimates (for large populations)
 - 1-year Supplemental Estimates (for small populations)
 - 5-year Estimates (for very small populations)

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U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

THE American Community Survey

This booklet shows the content of the American Community Survey questionnaire.

Start Here

Respond online today at:
<https://respond.census.gov/acs>
OR
Complete this form and mail it back as soon as possible.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.

If you need help or have questions about completing this form, please call 1-800-354-7271. The telephone call is free.

Telephone Device for the Deaf (TDD):
Call 1-800-582-8330. The telephone call is free.

¿NECESITA AYUDA? Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al 1-877-833-5625. Usted también puede completar su entrevista por teléfono con un entrevistador que habla español. O puede responder por Internet en: <https://respond.census.gov/acs>

For more information about the American Community Survey, visit our web site at: <http://www.census.gov/acs/www/>

Please print today's date.
Month Day Year

Please print the name and telephone number of the person who is filling out this form. We may contact you if there is a question.
Last Name
First Name MI
Area Code + Number

How many people are living or staying at this address?
• **INCLUDE** everyone who is living or staying here for more than 2 months.
• **INCLUDE** yourself if you are living here for more than 2 months.
• **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
• **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

Form **ACS-1(INFO)(2015)**
(06-17-2014)

OMB No. 0607-0810
OMB No. 0607-0936

The American Community Survey

How is the ACS Different from the Census?

	ACS	2010 and 2020 Census
<i>purpose</i>	Sample estimates	Official counts
<i>produces</i>	Population characteristics	Population totals
<i>new data every</i>	Year	10 years
<i>data reflect</i>	Period of time	Point in time
<i>Collects</i>	Information previously on the census “long form”	“Short form” information

The American Community Survey

Content Overview

POPULATION		HOUSING
SOCIAL Ancestry Citizenship Disability Educational Attainment Fertility Grandparents Language Marital Status Migration School Enrollment Veterans	DEMOGRAPHIC Age Hispanic Origin Race Relationship Sex	Computer & Internet Use Costs (Mortgage, Taxes, Insurance) Heating Fuel Home Value Occupancy Plumbing/Kitchen Facilities Structure Tenure (Own/Rent) Utilities Vehicles Year Built/ Year Moved In
	ECONOMIC Class of Worker Commuting Employment Status Food Stamps (SNAP) Health Insurance Hours/Week, Weeks/Year Income Industry & Occupation	

The American Community Survey

Availability of ACS Data Products

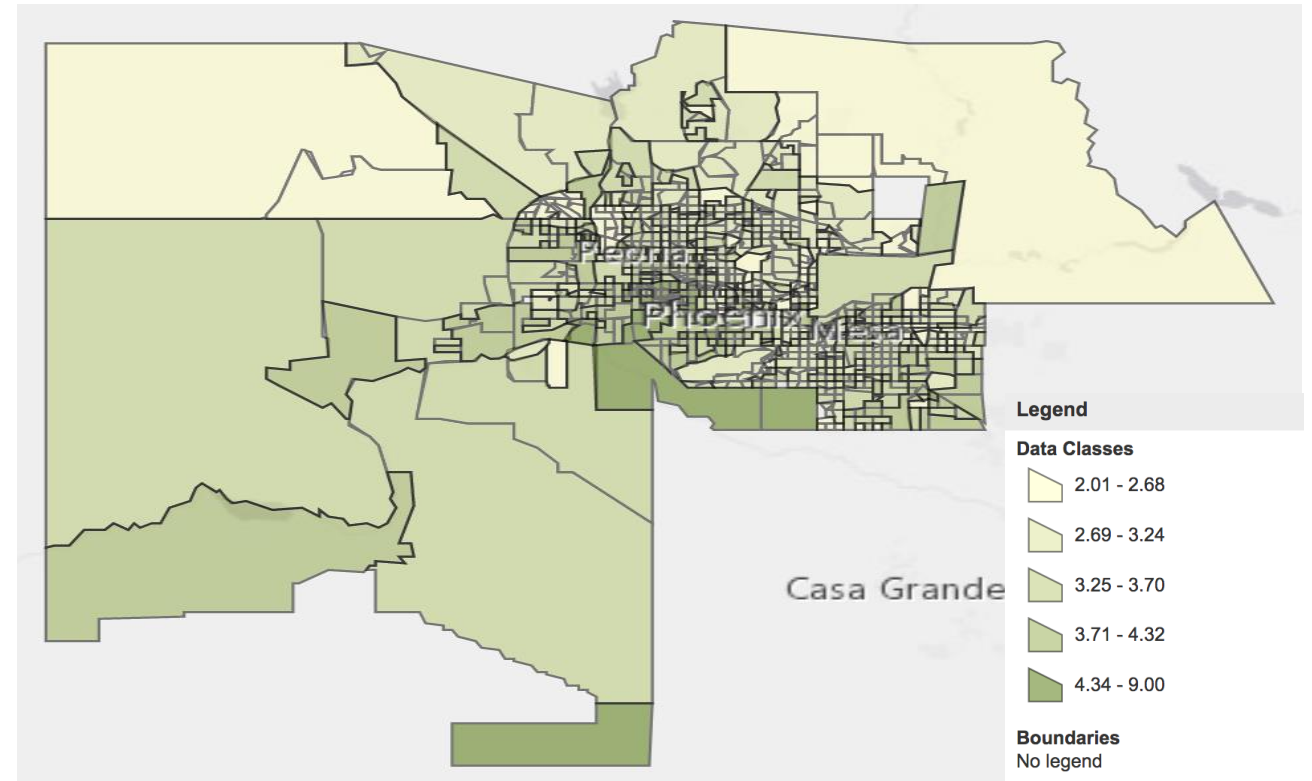
Estimated Population of Geographic Area	2017 1-Year Estimates	2017 1-Year Supplemental Estimates	2013-2017 5-Year Estimates
65,000 or more	X	X	X
20,000 to 64,999		X	X
Less than 20,000			X
Release Date	September 13, 2018	October 18, 2018	December 6, 2018

Census Geography

Selected Census Geographic Concepts—Statistical Areas

- [Regions](#)
- [Divisions](#)
- [Census Designated Places](#)
- [Census County Divisions](#)
- [Public Use Microdata Areas \(PUMA\)](#)
- [Zip Code Tabulation Areas \(ZCTAs\)](#)
- [Census Tracts](#)
- [Block Groups](#)
- [Block](#)

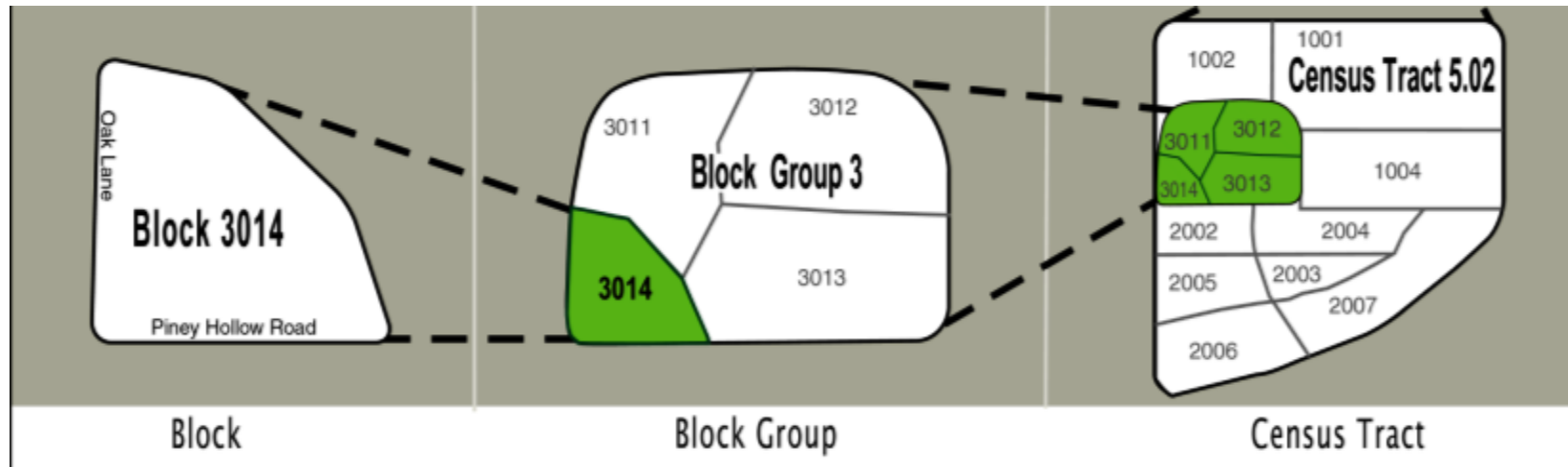
Average Family Size by Census Tracts in Maricopa County



Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates

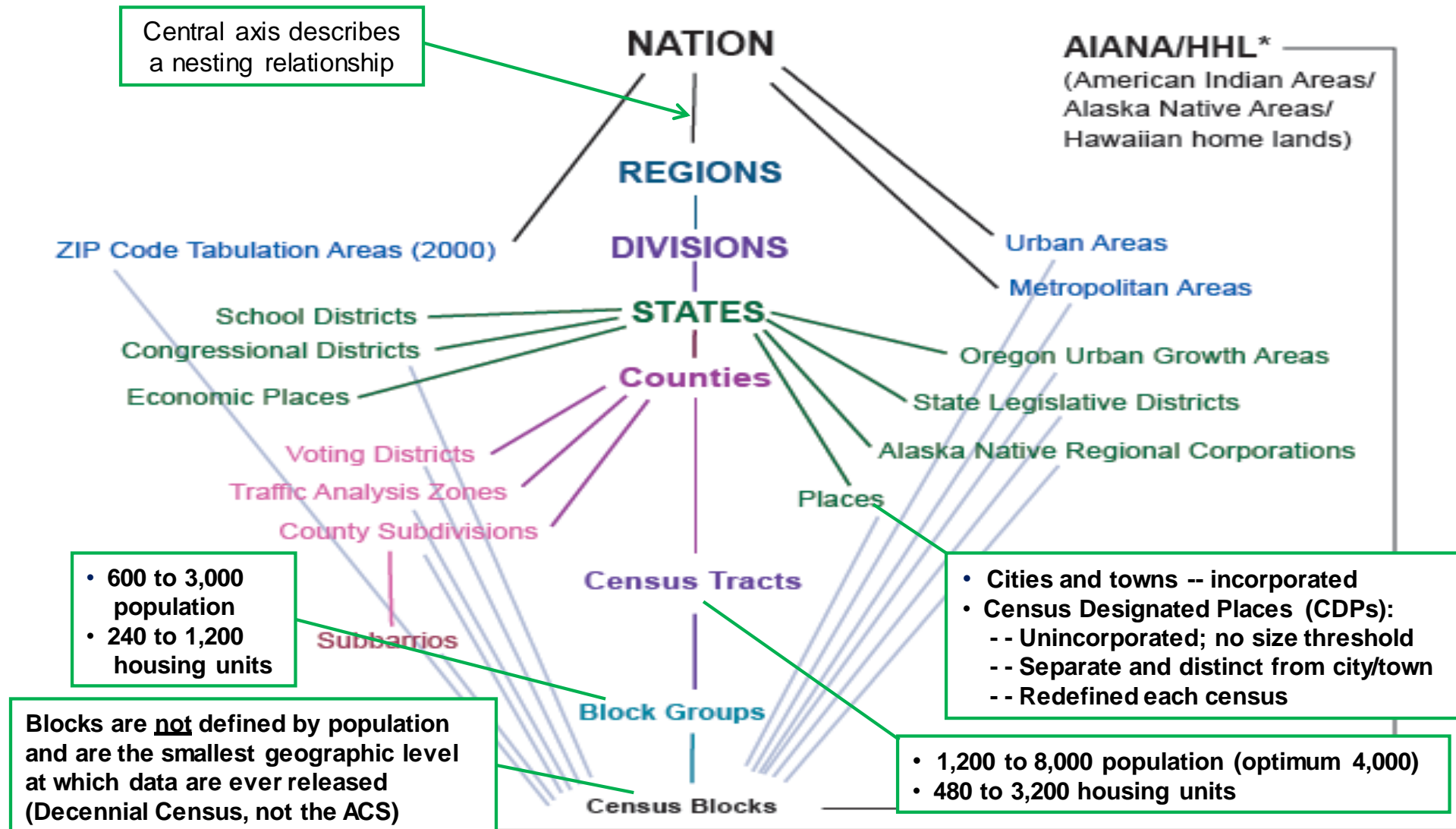
Small Area Census Geography

How it Fits Together



Census Tract > Place (City or CDP) > Census County Division (CCD) > County

Census Geography Hierarchy



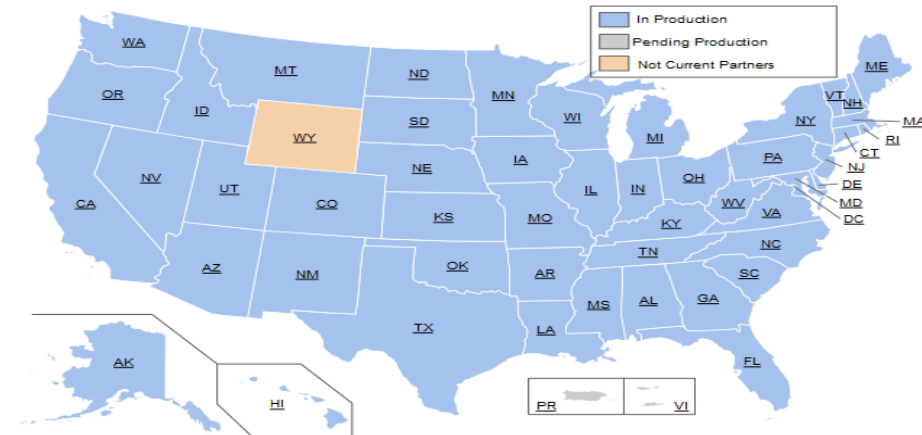
Longitudinal Employer-Household Dynamics

Where Do the Data Come From?

- Local Employment Dynamics (LED) Partnership
 - Begun in late 1990s with a few states
 - Some states have time series back to 1990 (AZ goes back to 2004)
 - Not currently producing data for
 - *Wyoming, Puerto Rico, and Virgin Islands

*Wyoming data available in Quarterly Workforce Indicator (QWI) Explorer tool

State Partners

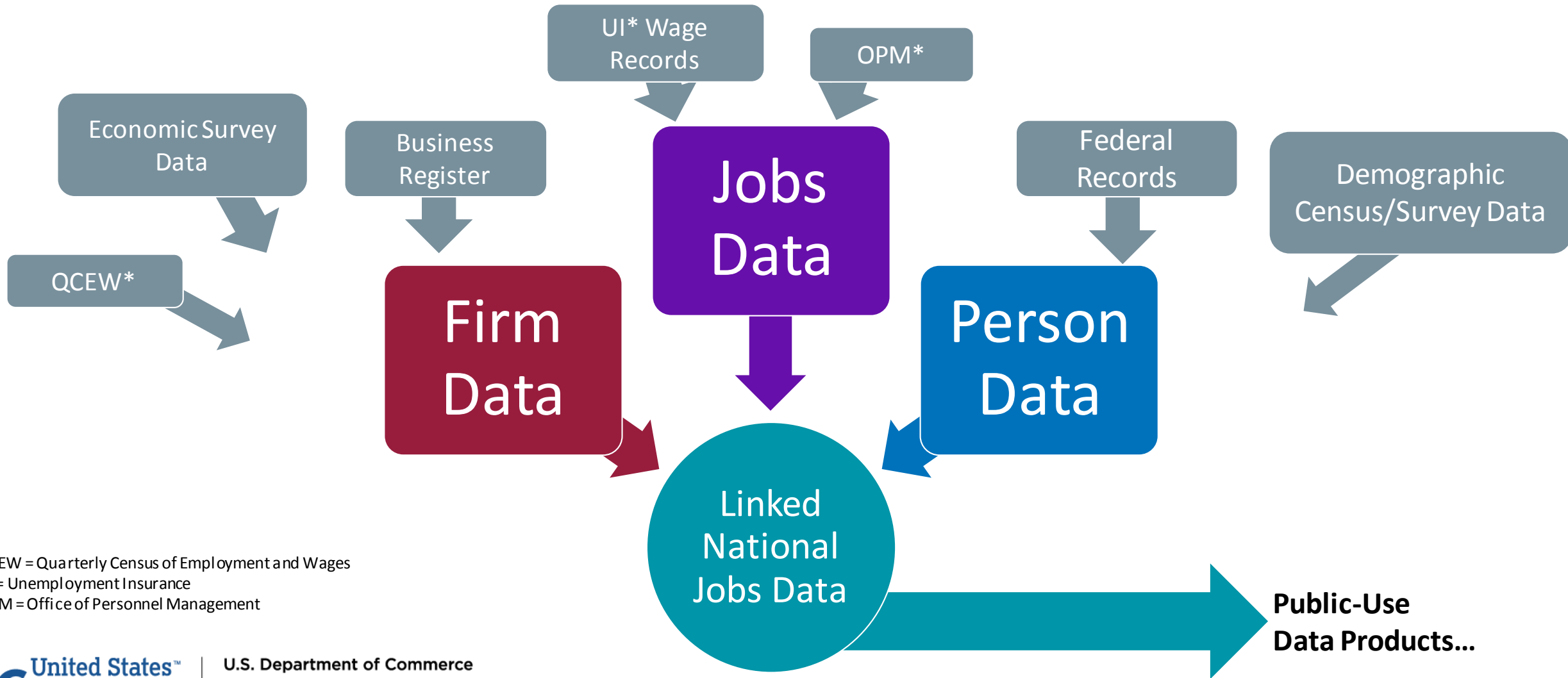


Alabama	Illinois	Montana	Rhode Island
Alaska	Indiana	Nebraska	South Carolina
Arizona	Iowa	Nevada	South Dakota
Arkansas	Kansas	New Hampshire	Tennessee
California	Kentucky	New Jersey	Texas
Colorado	Louisiana	New Mexico	Utah
Connecticut	Maine	New York	Vermont
District of Columbia	Maryland	North Carolina	Virginia
Delaware	Massachusetts	North Dakota	Washington
Florida	Michigan	Ohio	West Virginia
Georgia	Minnesota	Oklahoma	Wisconsin
Hawaii	Mississippi	Oregon	Wyoming
Idaho	Missouri	Pennsylvania	Puerto Rico
			Virgin Islands

Building on State Inputs

- We combine **state records** with other admin/census/survey data from the **Census Bureau** and **other Federal agencies**
- We can then create public statistics on:
 - Firms & Establishments
 - Jobs & Workers
 - By Firm and Person Characteristics
- Without new respondent burden

Admin. Records & LED Infrastructure

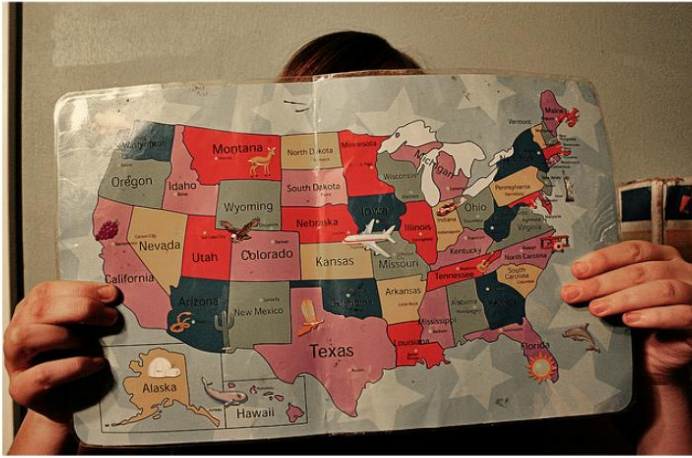


QCEW = Quarterly Census of Employment and Wages
UI = Unemployment Insurance
OPM = Office of Personnel Management

Important to Know

- Job data cover over 95% of private employment and most state, local, and federal jobs
- Data availability: 1990-2017, start year varies by state and application, rolling end date
- Contains only UI-covered jobs: no US Post Office, no military jobs, no self-employed, 1099s, *etc.*
- Excludes some secretive 3-letter agencies (NSA, FBI)
- Employment and wages measured at start of Q2
- OnTheMap: “Distance” is a straight-distance calculation: reported primary place of work, reported home location. Not on a road network, not a commute measurement
- OnTheMap: 2-digit NAICS in the data now; working on 3-digit

Local Employment Dynamics: Public Use Data Products



The Quarterly Workforce Indicators (QWI)

- Employment
- Job Creation, Job Destruction, Hires, Separations, Turnover
- By industry, county, CBSA, state, Workforce Investment Area (WIA) and worker characteristics

Job-to-Job Flows (J2J)

- Traces worker movement through industries, geographic labor markets, and to/from employment

OnTheMap/LEHD Origin-Destination Employment Statistics (LODES)

- Employment at the Census block level by where workers live and work
- Popular uses - local economic development, business site selection, and emergency planning

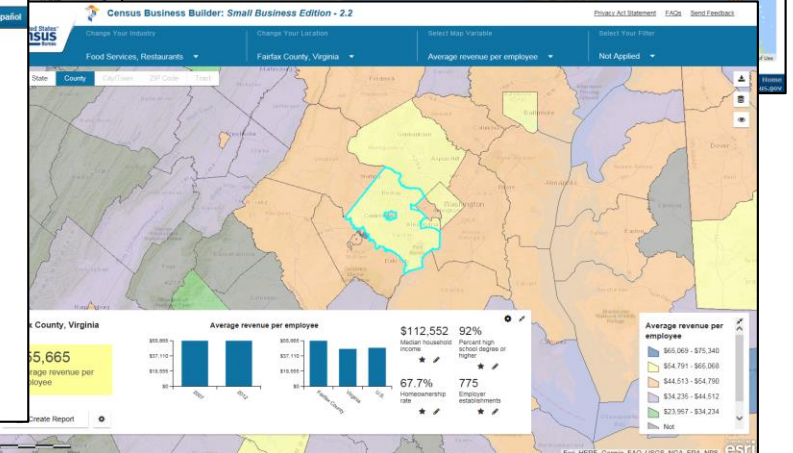
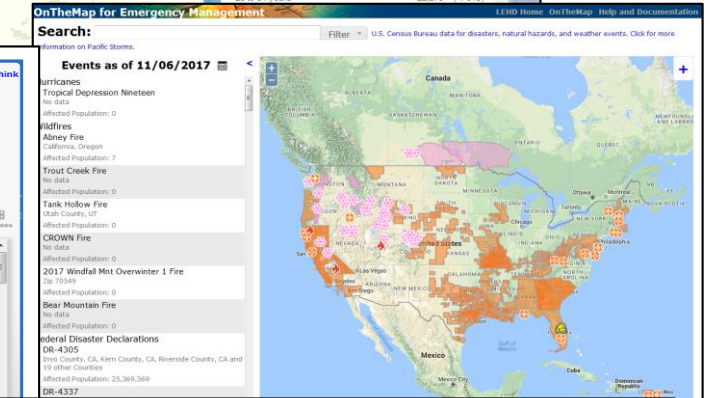
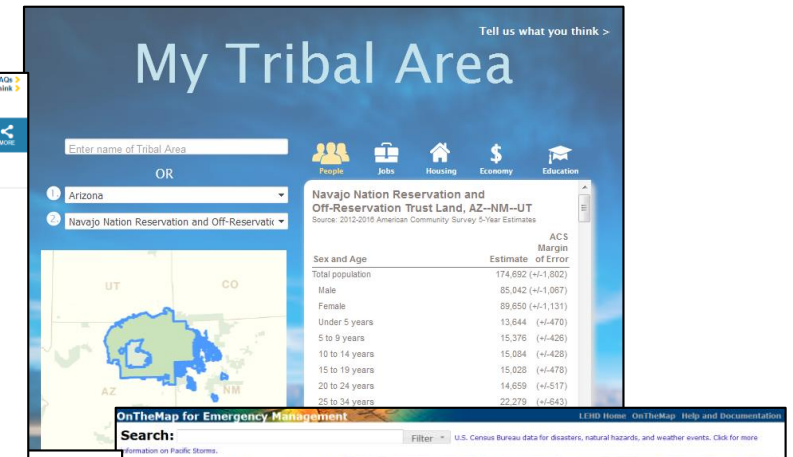
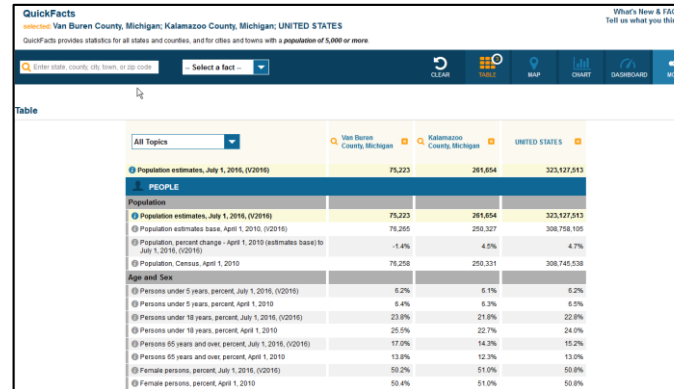


Accessing Census Data

The American Community Survey

Selected Ways to Access Data

- [American FactFinder](#)
- [Application Programming Interface](#)
- [Census Business Builder](#)
- [Census Engagement Navigator](#)
- [Data Profiles](#)
- [Infographics](#)
- [My Congressional District](#)
- [My Tribal Area](#)
- [Narrative Profiles](#)
- [QuickFacts](#)
- [Response Outreach Area Mapper](#)



Interactive Maps

Census.gov > Geography > Interactive Maps

Geography

About this Section

Education

GSS Initiative

Interactive Maps

Maps & Data

Metropolitan and
Micropolitan

Partnerships

Reference

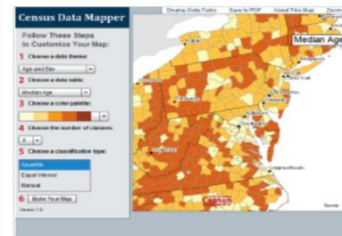
Research

Interactive Maps

Work with interactive mapping tools from across the Census Bureau.



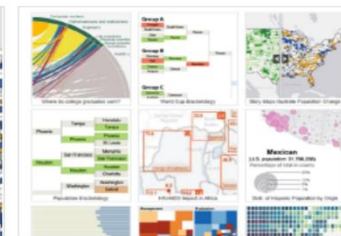
Census Business Builder



Census Data Mapper



Census Flows Mapper



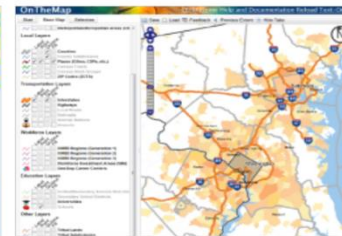
Data Visualization Gallery



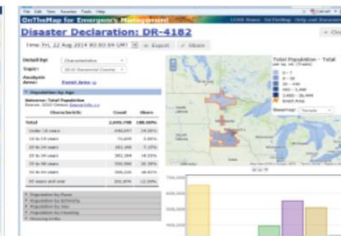
Interactive Population Map



Metro/Micro Thematic Map Viewer



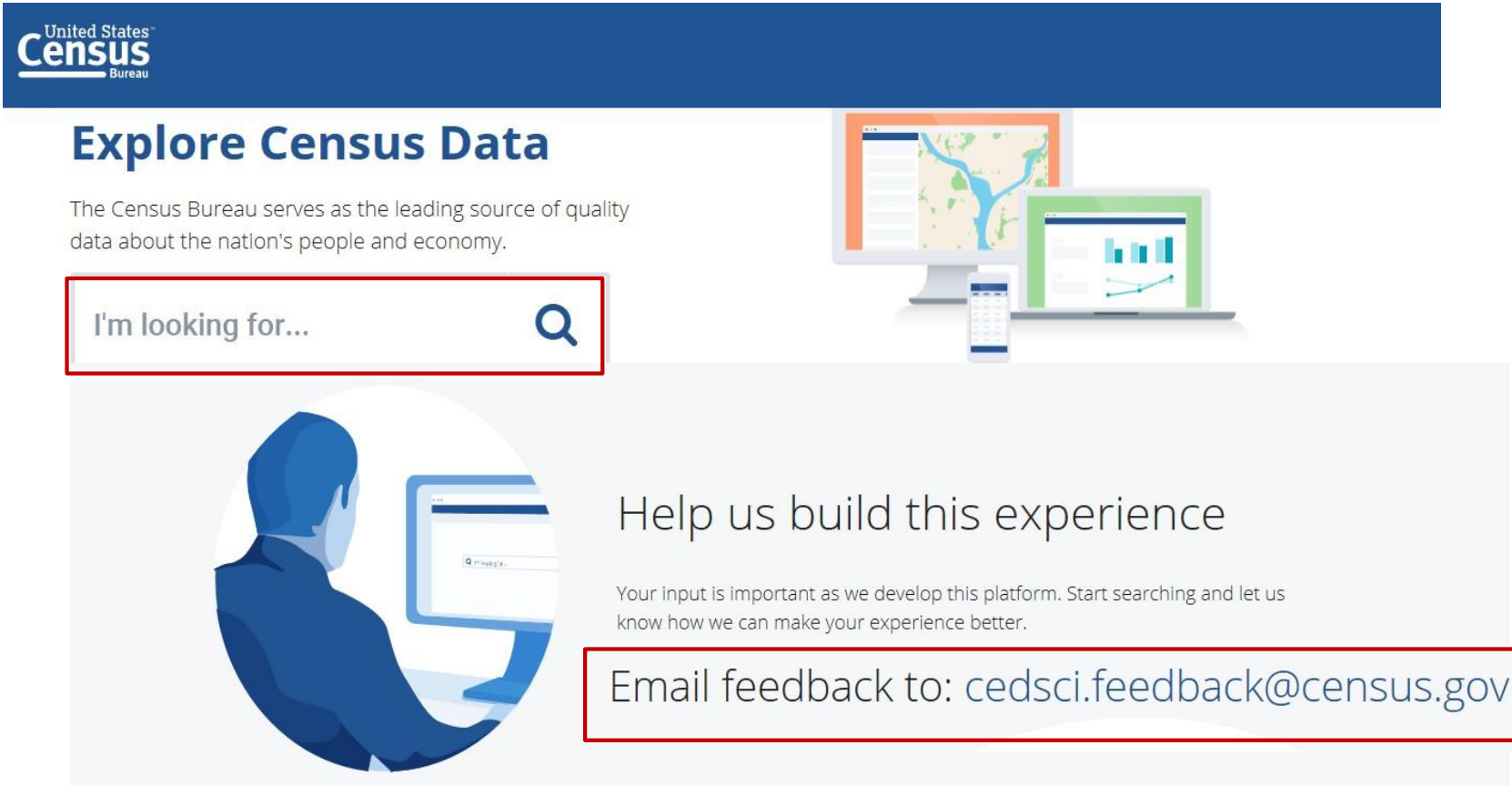
OnTheMap (Employment)



OnTheMap for Emergency
Management

census.gov/geography/interactive-maps

Preview New Data Dissemination on [Data.census.gov](https://data.census.gov)



The screenshot shows the top of the Data.census.gov website. At the top is a dark blue header with the United States Census Bureau logo. Below the header is a section titled "Explore Census Data" with a subtext: "The Census Bureau serves as the leading source of quality data about the nation's people and economy." To the right of this text is an illustration of a desktop monitor, a laptop, and a smartphone, all displaying data visualizations like maps and charts. Below the "Explore Census Data" section is a search bar with the placeholder text "I'm looking for..." and a magnifying glass icon. To the left of the search bar is a circular illustration of a person in a blue suit sitting at a desk and looking at a computer monitor. To the right of the person is the text "Help us build this experience" followed by "Your input is important as we develop this platform. Start searching and let us know how we can make your experience better." Below this text is a red-bordered box containing the email address "Email feedback to: cedsci.feedback@census.gov".

United States
Census
Bureau

Explore Census Data

The Census Bureau serves as the leading source of quality data about the nation's people and economy.

I'm looking for...

Help us build this experience

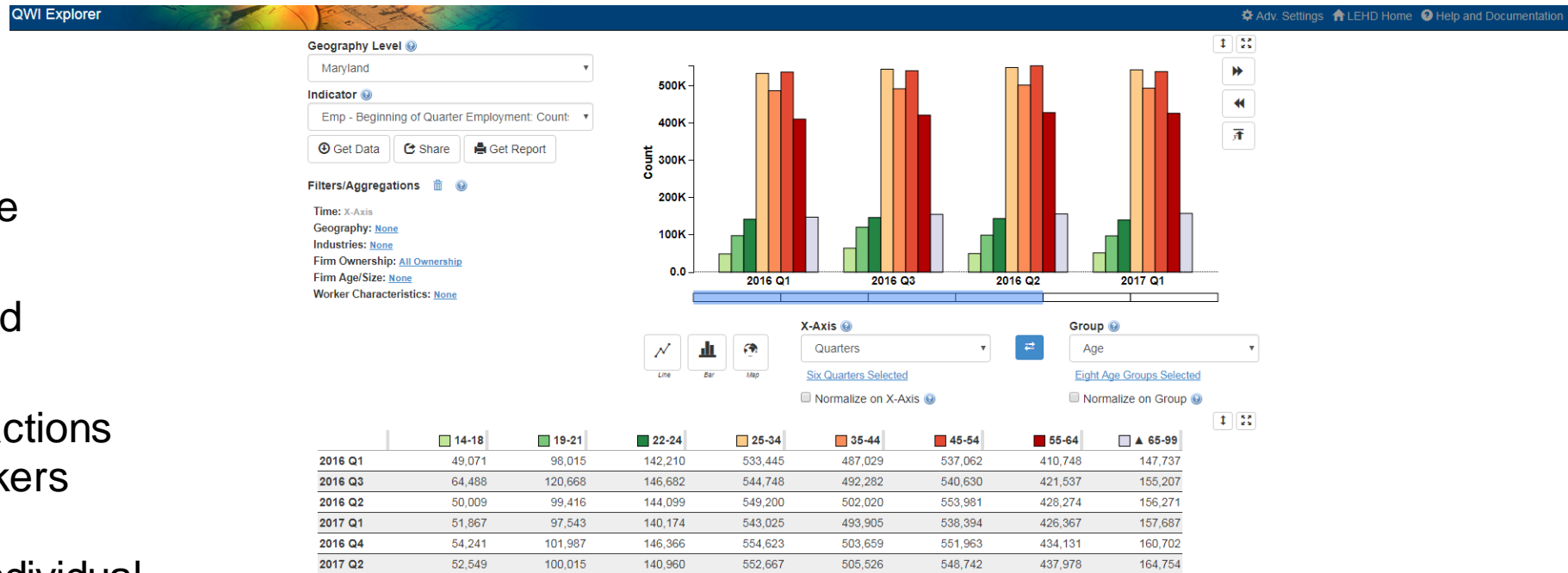
Your input is important as we develop this platform. Start searching and let us know how we can make your experience better.

Email feedback to: cedsci.feedback@census.gov

*For official statistics, continue to use existing data tools on census.gov, such as American FactFinder

QWI Explorer

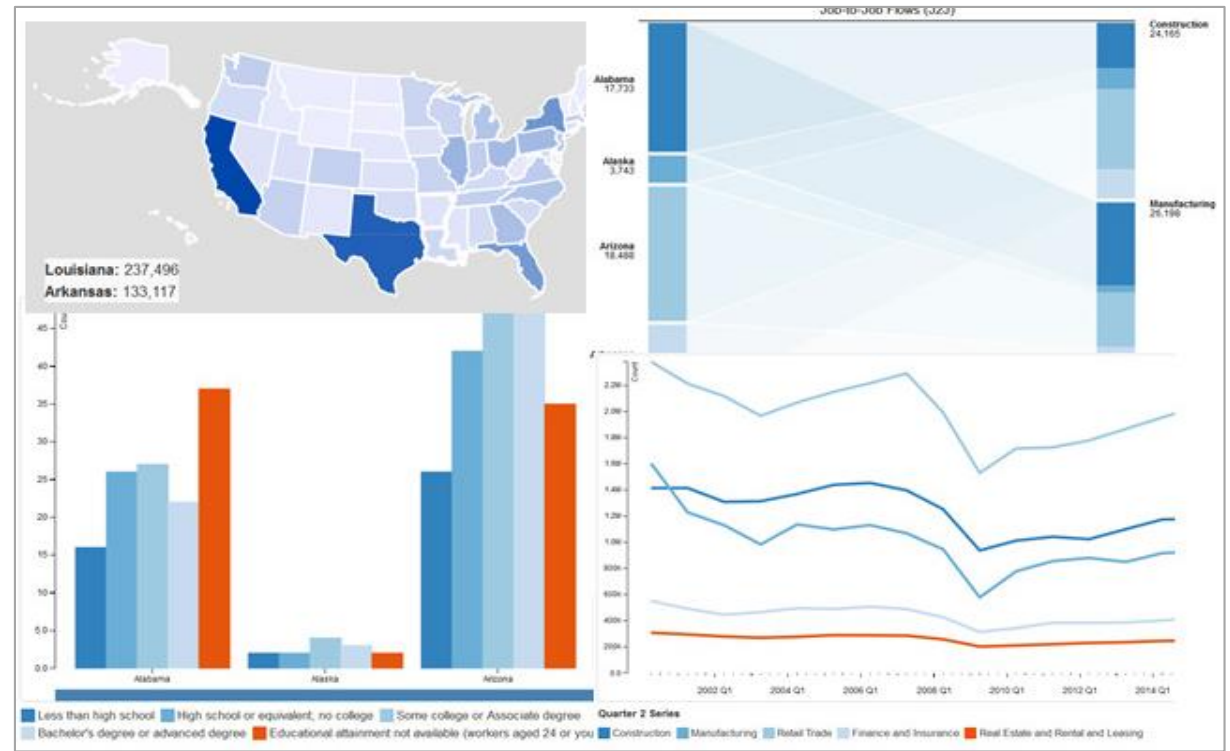
- ✓ 32 Quarterly Workforce Indicators
- ✓ Flexible Pivot Table and Map/Chart interface
- ✓ Data on detailed interactions between firms and workers include employment, employment change (individual and firm), and earnings
- ✓ Analyze/report by worker demographics: age, earnings, race, ethnicity, educational attainment, and sex



- ✓ Analyze/report by firm characteristics
 - ✓ NAICS classification (sector, 3, 4)
 - ✓ Firm age and firm size
- ✓ Quarterly data (9-12 months old)
- ✓ National and 50 states available (plus DC)

J2J Explorer

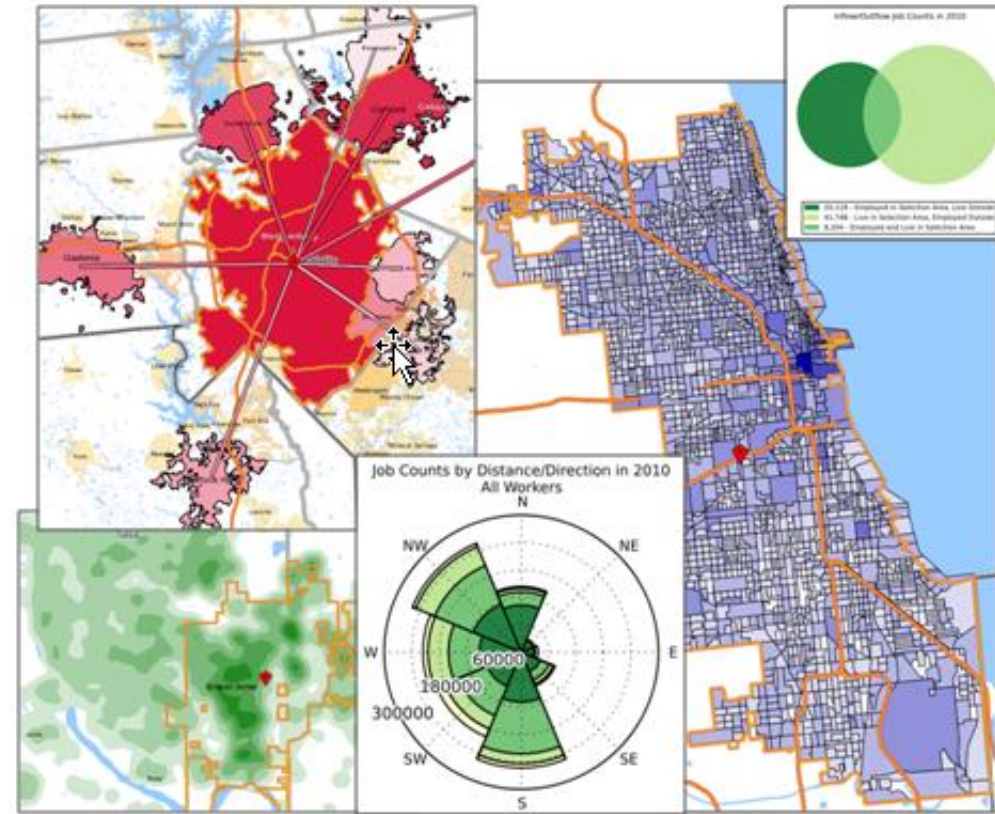
- ✓ 40 Measures of Worker Reallocation
- ✓ Six Visualization Modules with a flexible dashboard interface
- ✓ Export reports to Excel or CSV
- ✓ Trace worker movements through industries, geographic labor markets, and to/from employment
- ✓ Analyze/report by origin and destination at the national and state level



- ✓ Analyze/report by
 - ✓ Origin and destination firm characteristics, NAICS Sector, Firm age and firm size
- ✓ Analyze/report by
 - ✓ Worker demographics: age, earnings, race, ethnicity, educational attainment, and sex
- ✓ Data updated every quarter

OnTheMap

- ✓ Where do workers live?
- ✓ Where do residents work?
- ✓ What are the commuter flows of a particular area?
- ✓ Analyze/report by worker demographics
 - ✓ Age, earnings, race, ethnicity, educational attainment, and sex
- ✓ Analyze/report by firm characteristics
 - ✓ NAICS Sector, firm age, and firm size



- ✓ 2002-2015 annual data
- ✓ 50 states available (plus DC)
- ✓ User-selected areas
- ✓ Based on Census Blocks
- ✓ Disclosure protection
- ✓ Flexible Inputs/Outputs

OnTheMap for Emergency Management



Hurricanes, Floods,
Winter Storms



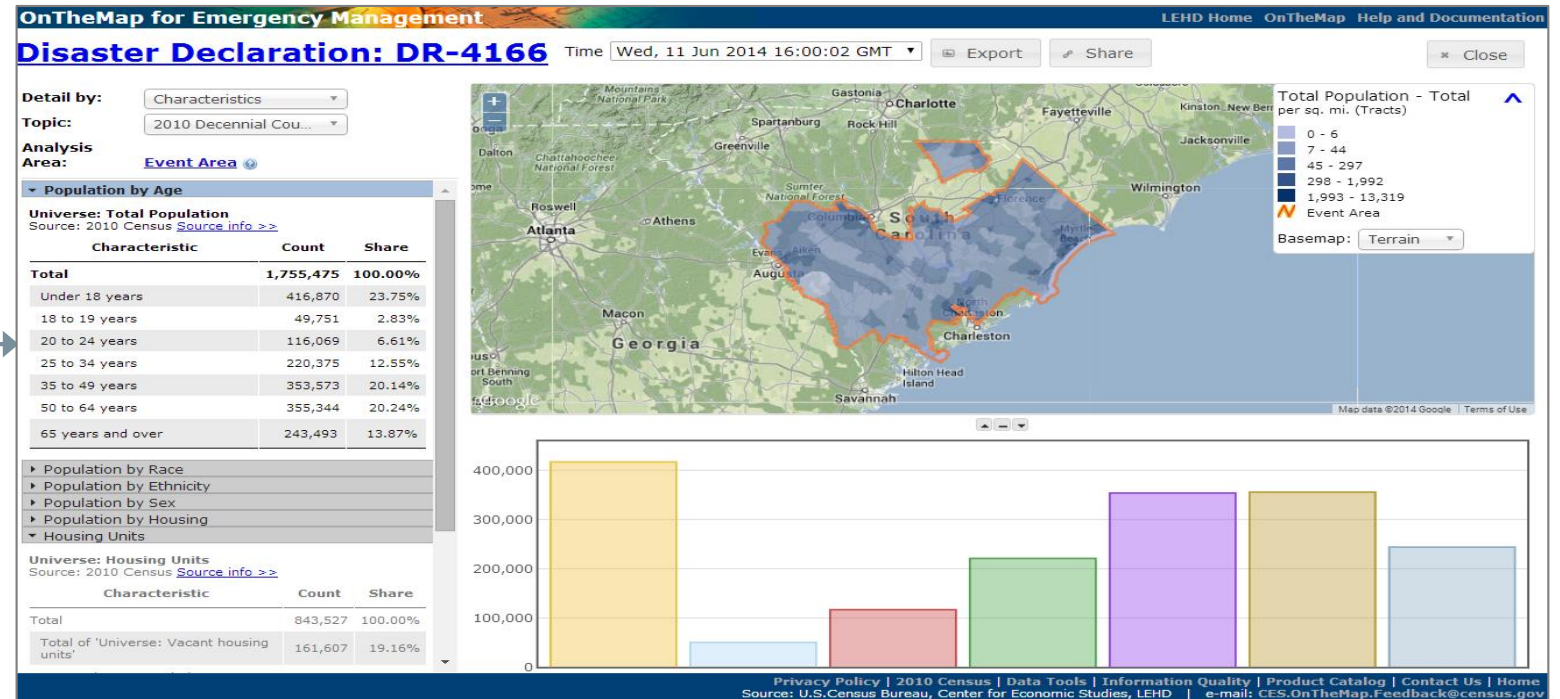
Disaster Areas



Wildfires



Demographic &
Economic Data

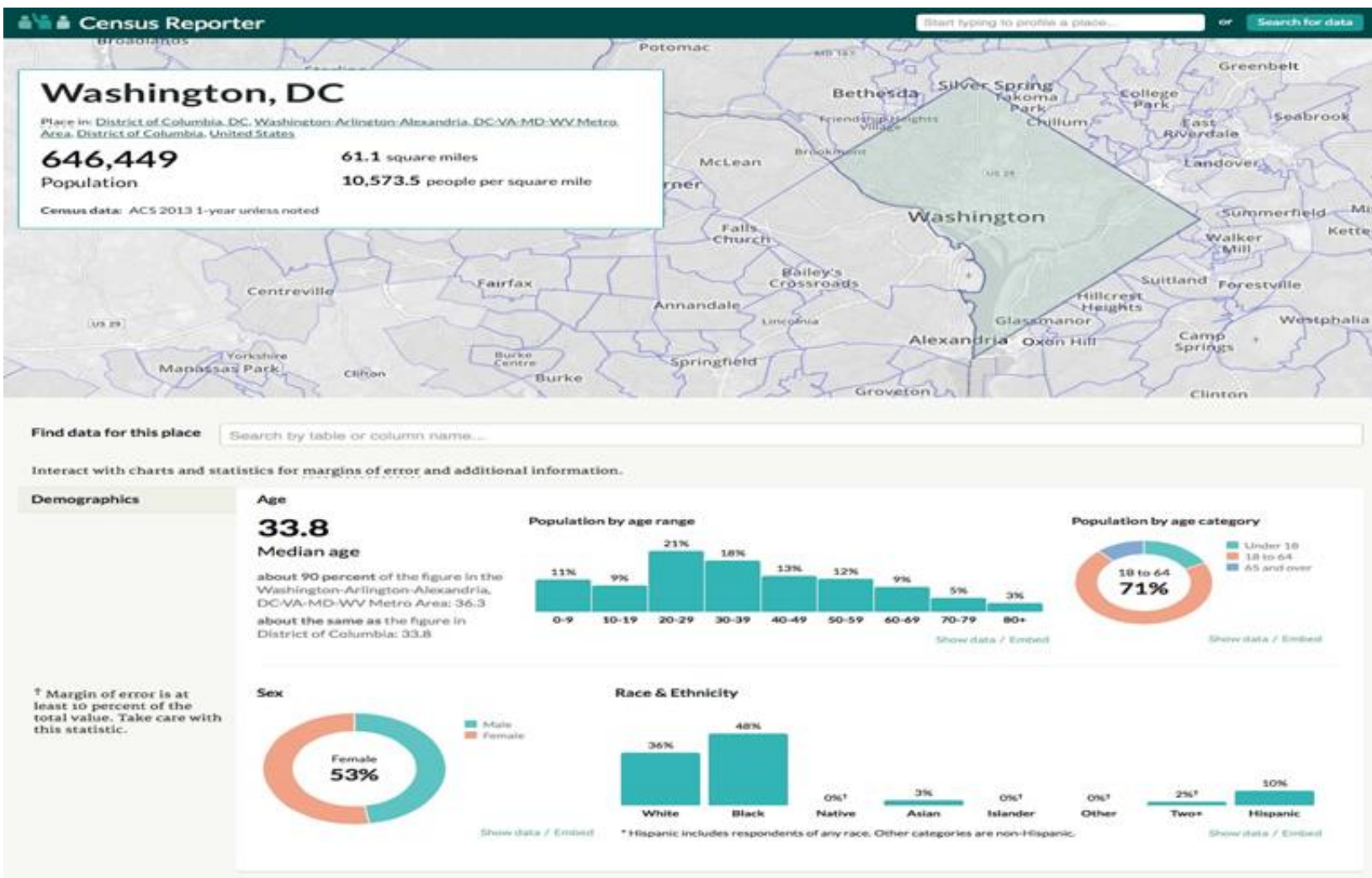


New Public Data Service for Emergency Preparedness & Response

- Comprehensive Reports
- Real-time Data Updates
- Easy-to-use & Interoperable
- Historical Event Archive
- Flexible Analyses & Visualizations



Census Reporter



When to use:

Place profiles and comparison pages provide a friendly interface for navigating data, including visualizations for a more useful first look. Census Reporter also offers handy tools for data comparison and makes it easy to create exports for further analysis in tabular or GIS formats.

censusreporter.org

Continue the Conversation #ACSdata



Sign up for and manage alerts at
<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



More information on the
American Community Survey:
<https://www.census.gov/acs>



Census (Non-media inquiries)
800-923-8282

Public Information Office (Media)
301-763-3030



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linkedin.com/company/us-census-bureau

The American Community Survey

Data Tell Stories. Tell Us Yours!

[GEOGRAPHY](#)
Maps, Products

[LIBRARY](#)
Infographics, Publications

[DATA](#)
Tools, Developers

[SURVEYS/PROGRAMS](#)
Respond, Survey Data

[NEWSROOM](#)
News, Blogs

American Community Survey

Share Your ACS Data Story

We want to hear about how you use American Community Survey (ACS) data.

Did you or your organization use the ACS to make an important decision, help your community, open/expand a business, etc? If so, we are eager to learn more about ACS data in action. Share your story by completing the fields below to help us showcase the value of the ACS.

Need help getting started? Check out featured examples from our current [of ACS data stories](#).

* Indicates




Your Story *

Tell us how you use ACS data.

Outcome *

Tell us about any outcomes or decisions that you or your organization have made based on ACS data.

Selecting a location for a \$250 million department store distribution center that brought 4,000 jobs to Denver.

Your story

Your outcome

Your data details

To tell us your story, visit:

census.gov/acs/www/share-your-story/index.php

Additional Resources:

Want Free Training?

Need Local Stats?

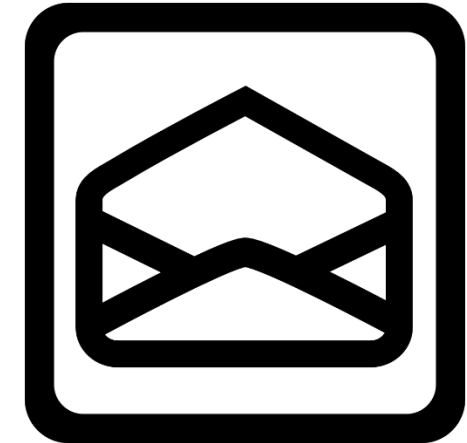


**U.S. Census Bureau
Data Dissemination Specialist**

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Additional Assistance:

Toll-free number:

1-844-ASK-DATA (1-844-275-2342)

census.askdata@census.gov

Q&A and Thank You!